

Rep Order# 8863441 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 37381

Printed: 10/03/2012 11:08 AM  
Last Received: 10/03/2012 10:23 AM  
Showing Buylines: All Lines

1 of 8

Station KLAS-TV LAS VEGAS  
Advertiser ( ) BERKLEY, SHELLY  
Product BERKLEY/SENATE/D  
Estimate#  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL REMAINS THE SAME - \$69,835  
PLEASE CONFIRM  
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	400A-459A		:30	\$25.00	10/09-10/12	5	1	5	\$125.00	
				Buyline Comment: NEWS								
	2	M	400A-459A		:30	\$25.00	10/15-10/15	2	1	2	\$50.00	
				Buyline Comment: NEWS								
	3	TU-F	700A-900A		:30	\$165.00	10/09-10/12	10	1	10	\$1,650.00	
				Buyline Comment: THS MRN								
	4	M	700A-900A		:30	\$165.00	10/15-10/15	3	1	3	\$495.00	
				Buyline Comment: THS MRN								
	5	TU-F	500A-600A		:30	\$185.00	10/09-10/12	11	1	11	\$2,035.00	
				Buyline Comment: NEWS								
	6	M	500A-600A		:30	\$185.00	10/15-10/15	3	1	3	\$555.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	7	TU-F	600A-700A		:30	\$250.00	10/09-10/12	8	1	8	\$2,000.00	
				Buyline Comment: NEWS								
	8	M	600A-700A		:30	\$250.00	10/15-10/15	2	1	2	\$500.00	
				Buyline Comment: NEWS								
	9	TU-F	1200P-1230P		:30	\$275.00	10/09-10/12	4	1	4	\$1,100.00	
				Buyline Comment: NEWS								
	10	M	1200P-1230P		:30	\$275.00	10/15-10/15	1	1	1	\$275.00	
				Buyline Comment: NEWS								
	11	TU-F	300P-400P		:30	\$375.00	10/09-10/12	4	1	4	\$1,500.00	
				Buyline Comment: ELLEN								
	12	M	300P-400P		:30	\$375.00	10/15-10/15	1	1	1	\$375.00	
				Buyline Comment: ELLEN								
	13	TU-F	1000A-1100A		:30	\$400.00	10/09-10/12	1	1	1	\$400.00	
				Buyline Comment: PRICE RITE								
	14	M	1000A-1100A		:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
				Buyline Comment: PRICE RITE								
	15	TU-F	900A-1000A		:30	\$275.00	10/09-10/12	4	1	4	\$1,100.00	
				Buyline Comment: KELLY								
	16	M	900A-1000A		:30	\$275.00	10/15-10/15	1	1	1	\$275.00	
				Buyline Comment: KELLY								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	17	TU-F	1100A-1200P		:30	\$500.00	10/09-10/12	0	0	0	\$0.00	
		Buyline Comment: YNG & RSTLSS										
	18	M	1100A-1200P		:30	\$500.00	10/15-10/15	2	1	2	\$1,000.00	
		Buyline Comment: YNG & RSTLSS										
	19	SU	500P-700P		:30	\$215.00	10/14-10/14	0	0	0	\$0.00	
		Buyline Comment: NEWS										
	20	SA	500P-700P		:30	\$185.00	10/13-10/13	2	1	2	\$370.00	
		Buyline Comment: NEWS										
	21	TU-F	500P-630P		:30	\$400.00	10/09-10/12	8	1	8	\$3,200.00	
		Buyline Comment: NEWS										
	22	M	500P-630P		:30	\$400.00	10/15-10/15	2	1	2	\$800.00	
		Buyline Comment: NEWS										
	23	TU-F	430P-500P		:30	\$350.00	10/09-10/12	8	1	8	\$2,800.00	
		Buyline Comment: NEWS										
	24	M	430P-500P		:30	\$350.00	10/15-10/15	2	1	2	\$700.00	
		Buyline Comment: NEWS										
	25	SA	700P-800P		:30	\$165.00	10/13-10/13	1	1	1	\$165.00	
		Buyline Comment: ET WKND										
	26	TU-F	700P-800P		:30	\$300.00	10/09-10/12	3	1	3	\$900.00	
		Buyline Comment: ET/INSDR										
	27	M	700P-800P		:30	\$300.00	10/15-10/15	2	1	2	\$600.00	
		Buyline Comment: ET/INSDR										

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	28	TU-F	630P-700P		:30	\$275.00	10/09-10/12	1	1	1	\$275.00	
				Buyline Comment: INS EDIT								
	29	M	630P-700P		:30	\$275.00	10/15-10/15	1	1	1	\$275.00	
				Buyline Comment: INS EDIT								
	30	TU	800P-900P		:30	\$12,000.00	10/09-10/09	1	1	1	\$12,000.00	
				Buyline Comment: NCIS								
	31	TU	1000P-1100P		:30	\$1,300.00	10/09-10/09	1	1	1	\$1,300.00	
				Buyline Comment: VEGAS								
	32	TU	900P-1000P		:30	\$2,000.00	10/09-10/09	1	1	1	\$2,000.00	
				Buyline Comment: NCIS LA								
	33	TH	900P-1000P		:30	\$1,800.00	10/11-10/11	2	1	2	\$3,600.00	
				Buyline Comment: PERS OF INT								
	34	SU	700P-800P		:30	\$1,300.00	10/14-10/14	1	1	1	\$1,300.00	
				Buyline Comment: 60 MIN								
	35	M	1000P-1100P		:30	\$1,900.00	10/15-10/15	0	0	0	\$0.00	
				Buyline Comment: HAWAII								
	36	M	900P-1000P		:30	\$2,200.00	10/15-10/15	0	0	0	\$0.00	
				Buyline Comment: 2 GRL/MIKE&MLLY								
	37	SU	1000P-1100P		:30	\$1,900.00	10/14-10/14	1	1	1	\$1,900.00	
				Buyline Comment: MENTALIST								

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	38	F	1000P-1100P		:30	\$1,400.00	10/12-10/12	1	1	1	\$1,400.00	
				Buyline Comment: BLUE BLOODS								
	39	F	900P-1000P		:30	\$1,200.00	10/12-10/12	1	1	1	\$1,200.00	
				Buyline Comment: MD IN JRSY								
	40	SU	900P-1000P		:30	\$1,400.00	10/14-10/14	1	1	1	\$1,400.00	
				Buyline Comment: GD WIFE								
	41	F	800P-900P		:30	\$1,200.00	10/12-10/12	1	1	1	\$1,200.00	
				Buyline Comment: CSI: NY								
	42	M	800P-900P		:30	\$1,600.00	10/15-10/15	1	1	1	\$1,600.00	
				Buyline Comment: MOTHR/PRTNR								
	43	TH	1000P-1100P		:30	\$2,200.00	10/11-10/11	0	0	0	\$0.00	
				Buyline Comment: ELEMNTY								
	44	SU	800P-900P		:30	\$1,800.00	10/14-10/14	0	0	0	\$0.00	
				Buyline Comment: AMZING RACE								
	45	W	800P-900P		:30	\$1,900.00	10/10-10/10	1	1	1	\$1,900.00	
				Buyline Comment: SURVIVR								
	46	W	900P-1000P		:30	\$2,300.00	10/10-10/10	1	1	1	\$2,300.00	
				Buyline Comment: CRIM MINDS								
	47	W	1000P-1100P		:30	\$2,000.00	10/10-10/10	1	1	1	\$2,000.00	
				Buyline Comment: CSI								



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---	---	---	---	-----	---	---	---	---	---	---	---	---
	58	SU	630A-800A		:30	\$215.00	10/14-10/14	2	1	2	\$430.00	
			Buyline Comment: SUN MRN									
	59	SU	800A-830A		:30	\$215.00	10/14-10/14	1	1	1	\$215.00	
			Buyline Comment: NEWS									
	60	SU	830A-900A		:30	\$265.00	10/14-10/14	1	1	1	\$265.00	
			Buyline Comment: FACE NATN									
	61	TH	1000P-1030P		:30	\$300.00	10/11-10/11	1	1	1	\$300.00	
			Buyline Comment: ET									
	62	TH	1030P-1100P		:30	\$275.00	10/11-10/11	1	1	1	\$275.00	
			Buyline Comment: INSIDE EDITION									
	63	SA	930A-1200P		:30	\$300.00	10/13-10/13	2	1	2	\$600.00	
			Buyline Comment: ACC FOOTBALL									
	64	SA	800P-1000P		:30	\$500.00	10/13-10/13	2	1	2	\$1,000.00	
			Buyline Comment: SAT PRIME MOVIE									
	65	TH-F	800P-1000P		:30	\$30.00	10/11-10/12	1	1	1	\$30.00	
			Buyline Comment: ELECTRIC/ETRPT									

---REPORT TOTALS---

Report Totals: 139 / \$69,835.00

---SALES MONTHLY TOTALS---

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Oct 12: 139 / \$69,835.00  
Sales Totals: 139 / \$69,835.00  
Station Totals: 139 / \$69,835.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$232,783	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null  
Demos RA35+